

JAN 23 2008

FACSIMILE COVER SHEET

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STRAUB & POKOTYLO

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To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: January 23, 2008

Number of Pages Including Cover: 24

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Information Disclosure
Statement (3 pgs.);
- 4) PTO/SB/08A (1 pg.); and
- 5) Reference AH (16 pgs.).

Attorney Docket No.: Google-47 (GP-108-00-US)

Appl. No.: 10/614,736

Applicant: Georges R. HARIK

Filed: June 30, 2003

Title: **SERVING ADVERTISEMENTS USING A SEARCH OF ADVERTISER WEB
INFORMATION**

TC/A.U.: 2168

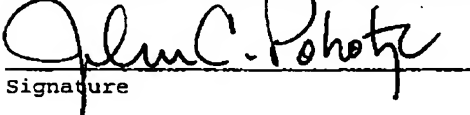
Examiner: Debbie M. Le

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John C. Pokotylo


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January 23, 2008
Date

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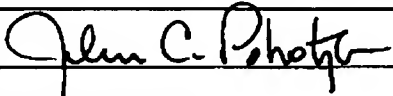
Please type a plus sign (+) inside this box ----> 

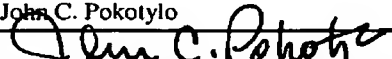
Modified PTO/SB/21 (08-00)
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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	10/614,736
	Filing Date	June 30, 2003
	First Named Inventor	Georges R. HARIK
	Group Art Unit	2168
	Examiner Name	Debbie M. Le
Total Number of Pages in This Submission		Attorney Docket Number Google-47 (GP-108-00-US)

ENCLOSURES <i>(check all that apply)</i>				
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below)</i>		
<table border="1"> <tr> <td>Remarks</td> <td></td> </tr> </table>			Remarks	
Remarks				

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	January 23, 2008

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Typed or printed name	John C. Pokotylo
Signature	
Date	January 23, 2008

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Modified PTO/SB/17 (01-03)

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FEE TRANSMITTAL for FY 2007

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 0.00

Complete if Known

Application Number	10/614,736
Filing Date	June 30, 2003
First Named Inventor	Georges R. HARIK
Examiner Name	Debbie M. Le
Art Unit	2168
Attorney Docket No.	Google-47 (GP-108-00-US)

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None
☒ Deposit Account:Deposit
Account
Number
Deposit
Account
Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

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☒ Charge any fee(s) due in connection with the filing submitted herewith
☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1030	515	Utility fee	
440	220	Design fee	
680	340	Plant fee	
1440	720	Reissue fee	
210	105	Provisional fee	
SUBTOTAL (1)			(\$) 0.00

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent Claims	-20** =	X	=
Multiple Dependent	-3** =	X	=

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
1202	2202	25 Claims in excess of 20
1201	2201	105 Independent claims in excess of 3
1203	2203	185 Multiple dependent claim, if not paid
1204	2204	105 **Reissue independent claims over original patent
1205	2205	25 **Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$) 0.00

**or number previously paid, if greater, For Reissues, see ABOVE

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051	130	2051 65 Surcharge - late filing fee or oath	
1052	50	2052 25 Surcharge - late provisional filing fee or cover sheet	
1053	130	1053 130 Non-English specification	
1812	2,520	1812 2,520 For filing a request for ex parte reexamination	
1804	920*	1804 920* Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805 1,840* Requesting publication of SIR after Examiner action	
1251	120	2251 60 Extension for reply within first month	
1252	460	2252 230 Extension for reply within second month	
1253	1,050	2253 525 Extension for reply within third month	
1254	1,640	2254 820 Extension for reply within fourth month	
1255	2,230	2255 1,115 Extension for reply within fifth month	
1401	510	2401 255 Notice of Appeal	
1402	510	2402 255 Filing a brief in support of an appeal	
1403	1,030	2403 515 Request for oral hearing	
1451	1,510	1451 1,510 Petition to institute a public use proceeding	
1452	510	2452 255 Petition to revive - unavoidable	
1453	1,540	2453 770 Petition to revive - unintentional	
1501	1,440	2501 720 Utility issue fee (or reissue)	
1502	820	2502 410 Design issue fee	
1503	1,130	2503 565 Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807	50	1807 50 Processing fee under 37 CFR 1.17(c)	
1806	180	1806 180 Submission of Information Disclosure Stmt	
8021	40	8021 40 Recording each patent assignment per property (times number of properties)	
1809	810	2809 405 Filing a submission after final rejection (37 CFR 1.129(a))	
1810	810	2810 405 For each additional invention to be examined (37 CFR 1.129(b))	
1801	810	2801 405 Request for Continued Examination (RCE)	
1802	900	1802 900 Request for expedited examination of a design application	

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$) 0.00

SUBMITTED BY

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature		Date	January 23, 2008		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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First Named Inventor	Georges R. HARIK
Examiner Name	Debbie M. Le
Art Unit	2168
Attorney Docket No.	Google-47 (GP-108-00-US)

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit
Account
Number
Deposit
Account
Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

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**or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
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Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$) 0.00

SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature	<i>John C. Pokotylo</i>	Date	January 23, 2008		

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**IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE**

Attorney Docket No.: **Google-47 (GP-108-00-US)**

Applicant: **Georges R. HARIK**

Serial No.: **10/614,736**

Filing Date: **June 30, 2003**

Title: **SERVING ADVERTISEMENTS USING A SEARCH OF ADVERTISER WEB
INFORMATION**

Examiner: **Debbie M. Le**

Group Art Unit: **2168**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicant respectfully requests that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

Reference AH is an Office Action from the Chinese Patent Office in a counterpart Chinese Patent application. A copy of the Office Action, as well as a translation thereof, is provided.

The applicant reserves the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being submitted more than three (3) months after the filing date of the application and following the issuance of an Office Action which reopened prosecution and effectively withdrew the final Office Action, the applicant assumes that this IDS should be considered under 37 C.F.R. § 1.97(c)(1). (See MPEP 609(b)(II).) If, however, this is not the case, then this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97(d). A statement under 37 C.F.R. § 1.97(e)(1) is provided.


Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

January 23, 2008


John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
(732) 542-9070

STRAUB & POKOTYLO
620 Tinton Avenue
Bldg. B, 2nd Floor
Tinton Falls, NJ 07724-3260

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John C. Pokotylo
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